1	2	3
7.	M/s. Rayer Communications	1301523
8.	M/s. Shree Advertising	907472
9.	M/s. Shri Ragevendra Advertising	1892731
10.	M/s. V. R. G. Agencies	1340339
11.	M/s. Mantralaya Mahan Ads.	834734
12.	M/s. Noisy Recording	584574
	TOTAL :	18707515
		(1.87 Crores)

Financial assistance to Prasar Bharati

†2200. SHRI KAPIL SIBAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that in spite of setting up of Prasar Bharati as an autonomous body, Government have to provide financial assistance for this institution;

(b) if so, the financial assistance provided to this institution during the last five years; and

(c) the amount of financial assistance likely to be given in the current financial year?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) Yes, Sir.

(b) The accounting system of Prasar Bharati was separated from the accounts of Government of India *w.e.f.* 1.4. 2000 Prasar Bharati started receiving financial assistance from the Government in the form of grants-in-aid/loans from the financial year 2000-2001 onwards. The financial assistance given to Prasar Bharati during the financial year 2000-2001 was as follows:

(i) Grant-in-aid—Rs. 960.96 crores

(ii) Loan—Rs. 139.30 crores

†Original notice of the question was received in Hindi.

(c) The total financial assistance likely to be given in the current financial year is as follows :

(i) Grant-in-aid—Rs. 1052.84 crore

(ii) Loan—Rs. 169.93 crore

Time taken by various programmes

2201. SHRI RUMANDLA RAMACHANDRAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that public broadcaster Prasar Bharati spends 46 per cent of its total telecast time on entertainment;

(b) if so, whether only 18 per cent is spent on education;

(c) whether 35 per cent is taken by information programmes;

(d) if so, whether the Prasar Bharati has been urged to devise a special policy to raise revenues without affecting the quality of programmes;

(e) whether the Prasar Bharati has suggested several measures to raise revenue other than through advertisements;

(f) if so, whether Government have considered these suggestions; and

(g) if so, whether Government have been urged to ask Prasar Bharati to provide more time for education?.

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) to (g) The primary duty of Prasar Bharati is to organize and conduct public broadcasting services to inform, educate and entertain the public. Prasar Bharati takes its own decisions on matters relating to the manner of raising revenues, programming content, etc.

Average percentage of information, education and entertainment programmes, on the National Network, during the year 2000 was as under:

Information	: 37%
Education	: 13%
Entertainment (including sports)	: 50%

In addition, a separate 24 hour Educational Channel known as "Gyan Darshan" is in operation since January, 2000.

A Resource Centre has been set up in AIR with a view to generating revenue by providing consultancy services as well as by hiring out AIR transmitters and towers on licence fee basis to interested parties.